

Concept 1

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Collection description:

Concept 1 is to conceive space with unity of form and style, using technical solutions that maintain aesthetic continuity through the environments and their multiplicity of uses, indoors, outdoors, on walls and furniture, in short: all in one. A unique ceramic range designed for every type of application, with a variety of colours and surfaces that can always be combined in an exclusive and personal way. A resistant, eclectic porcelain stoneware in natural and homogeneous shades, with 5 colours, 5 different surfaces and 3 thicknesses. Concept 1 is characterised by minimal surfaces combined with a fine, tone-on-tone surface, which does not alter the colour. The exclusive and innovative texture is an elegant decoration, but in fact it is used indifferently as a covering for both floors and walls. The material is durable, solid, hygienic and safe. The effect is light, discreet, delicately decorative with a textured surface, or simple and neutral with a smooth surface. The most immediate interpretation of the expressive range of this line is given by the continuity, in terms of both colour and surface. This makes it possible to have a single colour while varying the surfaces, or even colour variations using the same sheets. Concept 1 is surprisingly rich in combinations, because it takes advantage of the best technology to offer a combined effect of ceramic surfaces that are unparalleled to date. Concept 1 finally allows decoration to become solid floor.

Colors

Milk	Stone	Ash	Land	Ink	Ink Texture Platinum	Ink Texture Red	Ink Texture Turqoise	Ink Texture Flame

Surfaces and sizes

Levigato Mat Bocciardato Texture Levigato Texture Mat 120x250 48"x100" 60x250 24"x100" 30x250 12"x100" 10x250 4"x100" 10x10 4"x4" 120x120 48"x48" 60x120 24"x48" 60x60 24"x24" 30x120 12"x48" 30x60 12"x24"

Small hexagon 18x16 7"x6" Large hexagon 36x31 14"x12" Triangle 18x16 7"x6" Diamond 18x31 7"x12" Small pentagon 17x10 7"x4" Brick 9x18 3 1/2"x7" Plate 9x30 3 1/2"x12" Small 9x9 3 1/2"x3 1/2" Octagon 30x30 12"x12" Button 3x3 3 1/2"x3 1/2"

Brick bar 7,5x60 3"x24"